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ABSTRACT

This book looks at the administration of an academic institution as a learning factory which needs to be run like a business, competing with other businesses offering the same service. The book begins with a discussion of the concepts of the continuing education learning market, the playing fields and rules of the games, as well as the idea of adding value to the student in the education process. It then compares courses and education processes to product development and manufacturing processes. Discussed next are quality management applications in educational institutions. The book ends with an introduction of the concepts of strategic planning, with the Porter Model used for illustration. The book contains 37 figures and tables and an executive summary in the last chapter. (KC)

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